

**STATEMENT UNDER 37 CFR § 3.73(b)**  
**ESTABLISHMENT OF ASSIGNEE**

Applicant	:	Vella et al.
App. No.	:	10/622,370
Filed	:	July 18, 2003
For	:	ELECTRONIC MESSAGING SYNCHRONIZED TO MEDIA PRESENTATION
Examiner	:	Joshua D. Campbell
Group Art Unit	:	2178

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This document is being filed with a copy of a Power of Attorney signed by the Assignee. This Statement sets forth the chain of title of the above-identified application.

Hollinbeck Mgmt. GmbH, LLC, a Delaware limited liability company, is the Assignee of the entire right, title, and interest of the above-referenced application by virtue of:

A chain of title, in reverse order, from the inventor(s) to the current Assignee as shown by the following recorded assignments:

1. Assignment from MX Entertainment, Inc. to Hollinbeck Mgmt. GmbH, LLC recorded in the United States Patent and Trademark Office on August 10, 2009, at Reel 023073, and Frame 0781.
2. Assignment from Brian Benitez to MX Entertainment, Inc. recorded in the United States Patent and Trademark Office on July 30, 2009, at Reel 023030, and Frame 0121.
3. Assignment from Jeffrey Braun, Ole Lutjens and Zane Vella to MX Entertainment, Inc. recorded in the United States Patent and Trademark Office on July 01, 2009, at Reel 022903, and Frame 0933.

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Docket No. KM2377.002A  
Customer No. 20995

The undersigned is an agent of Customer Number 20995 and is authorized to act on behalf of the Assignee. Please recognize or change the correspondence address for the above-identified application to **Customer No. 20995**.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 11/4/2009

By: RL

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